

<<CONNECTED 保持联系>>

图书基本信息

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作者：Nicholas A. Christakis 著

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内容概要

Harvard professor and health care policy specialist Christakis (*Death Foretold: Prophecy and Prognosis in Medical Care*) became interested in social connectivity when observing that the mortality rate of spouses spike after a partner passes away. Christakis sought out a collaboration with Fowler, a health systems and political scientist, and together they compare topology (the hews of a given structure) across different social networks to better explain how participation and positioning enhances the effectiveness of an individual, and why the "whole" of a network is "greater than the sum of its parts." Five basic rules describe the relationship between individuals and their networks-including mutual adaptation, the influence of friends and friends' friends, the network's "life of its own"-but the results do more than promote the good of the group: they also spread contagions; create "epidemics" of obesity, smoking and substance abuse; disseminate fads and markets; alter voting patterns; and more. A thorough but popular take on a complex phenomenon, this volume offers an entertaining guide to the mechanics and importance of human networking. 13 b/w illustrations, 8-page color insert. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

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